



THE CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 3
59 East 4th Street - New York, NY 10003
Phone (212) 533-5300
www.cb3manhattan.org - mn03@cb.nyc.gov

Andrea Gordillo, Board Chair

Susan Stetzer, District Manager

Community Board 3 Cannabis License Application Questionnaire

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

The following items package are due by date listed in your email invitation:

- ☐ Questionnaire (below)
- ☐ Executed lease for the proposed location
- ☐ Community Impact Plan (see page 5)

GENERAL INFORMATION

1. Type of License:

- ☐ Adult-Use Retail Dispensary
- ☐ Micro-business (with retail)

2. Entity Name: _____

3. Trade Name ("Doing Business As"): _____

LOCATION INFORMATION

4. Address (including the floor location or room number, if applicable):

Cross streets: _____

5. Does the business, or has the business, ever sold cannabis products at this location?

- ☐ Yes
- ☐ No

6. Are there any buildings with the primary functions of a **church, synagogue, or other places of worship** on the same road and within 200-feet of this location?

- ☐ Yes
- ☐ No

7. Are there grounds occupied exclusively by a **school** on the same road and within 500-feet of this location?
☐ Yes
☐ No
8. Are there any **other retail dispensary or microbusiness retail** locations within 1,000 ft of this location?
☐ Yes
☐ No
9. If the establishment is a **transfer or previously licensed premises**, what is the name of the old establishment, and what is its registration or license number?

Name: _____

Registration or License Number: _____

PROPOSED BUSINESS

10. Please provide a brief description of the types of products/services (to be) provided at the physical location, including which products will be sold onsite and which will be available for delivery, if applicable.

We plan to offer adult-use cannabis products, including pre-rolls,

11. What measures will be taken to ensure that customers do not smoke outside in areas that would cause smoke to enter apartments or businesses above and nearby?

Security will be stationed at the front door during all hours of operation,

12. How many **cannabis events** will you be hosting per year? _____

13. Would you commit to playing music at background levels only?

- ☐ Yes
- ☐ No

14. Would you be willing to meet with the Lower East Side Employment Network (LESEN) to help identify local residents who meet your criteria for staffing the proposed business?

- ☐ Yes
- ☐ No

15. What are the total hours you will be open each week? _____

16. What are your proposed hours?

- ☐ Sundays: _____
- ☐ Mondays: _____
- ☐ Tuesdays: _____
- ☐ Wednesdays: _____
- ☐ Thursdays: _____
- ☐ Fridays: _____
- ☐ Saturdays: _____

APPLICANT/LICENSEE REPRESENTATIVE INFORMATION

17. Applicant Full Name: _____

18. Attorney/Representative Full Name: _____

19. Attorney/Representative Address: _____

20. Attorney/Representative Address Phone Number: _____

21. How many cannabis licenses does the applicant currently hold? _____

22. Has the applicant completed any workforce or training programs offered by OCM? If yes, which ones?

Responsible Workforce Training (RWT)

Seed To Sale Inventory Tracking System

23. If the applicant has an existing business at this location, have they ever received a **violation at this location**?

- ☐ Yes
☐ No

24. Has the applicant received a **violation for selling unlicensed cannabis** in last 3 years?

- ☐ Yes
☐ No

REQUIRED ATTACHMENT GUIDANCE

Community Impact Plan: Please share your community impact plan, including the applicant's proposed strategy for community engagement, as an attachment. You should address the following points:

- Identify the community or communities and individuals disproportionately impacted that the applicant or licensee plans to benefit
- Include a description of:
 - the benefits that the applicant or licensee will provide to the community or individuals disproportionately impacted, including, but not limited to, workforce opportunities, community resources, education, and other community building programs
 - the scale or size of the disproportionately impacted target beneficiaries; and
 - the plan for implementation, including, but not limited to, actions, activities and engagements that will be performed by the applicant or licensee and frequency of engagement with the community or individuals disproportionately impacted
- Detail a demonstrated need of the proposed benefit to the community and individuals disproportionately impacted, including, but not limited to, economic and social impact
- Include identifiable resources the applicant or licensee will use to execute the community impact plan, including, but not limited to:
 - by written agreement, a demonstrable partnership or relationship with a community-based organization or other association
 - estimated expenses, if any, the applicant or licensee will incur to execute the community impact plan and its activities
 - the applicant's or licensee's demonstrated ability, knowledge, expertise or experience
 - any other information or documentation evidencing community engagement.
- Include a description of the applicant's or licensee's strategy to measure, track, and record the performance and execution of the community impact plan that identifies qualitative and quantitative metrics, and includes frequency of tracking such metrics

Bellanova Mission Statement:

Bellanova has a mission to serve high quality cannabis products, as ethically and equitably sourced as possible. We prioritize justice, community, and partnership, aiming to rectify historical injustices and promote inclusivity in the cannabis industry.

Community Impact Plan:

Bellanova has social and economic goals to create a safe haven for young entrepreneurs.

While we are proud to be part of New York's legal cannabis industry where our taxes go to Education, the Community Grants Reinvestment Fund, and the Drug Treatment and Public Education Fund, we believe there is more we can and will do. We are dedicated to centering the values of justice that were the driving force behind legalization.

Background of Target Beneficiaries:

Bellanova recognizes the war on drugs' disproportionate impact on low-income communities, LGBTQ+ communities, and women. In NYC, Black individuals comprised 57% of the 1.3 million cannabis-related arrests, while Hispanics made up 25%. Despite White individuals using cannabis more frequently, Black New Yorkers were 15 times more likely to be arrested for cannabis offenses, and Hispanic New Yorkers were 7.5 times more likely than non-Hispanic Whites. These racial imbalances have exacerbated economic inequalities. We aim to support these communities, especially in the East Village. The East Village has a median household income of \$74,265 which is 33% lower than Manhattan's median household income of \$104,553. Recent gentrification concerns threaten the unique character of the neighborhood, but local organizations are working to preserve its culture, small businesses, and minority communities.

Workforce Equity & Opportunity Plan:

Bellanova will offer a two-fold approach to our workforce. Our entry level positions will be paid an hourly rate of \$28/hr and we will strive to provide health insurance and opportunities to invest in group health plans to access the best health care options at reasonable costs. Secondly, we will partner with local community organizations to proactively offer work opportunities to those impacted by cannabis prohibition with a particular focus on local residents. Bellanova will create partnerships with local and national community organizations

specializing in job training and placement support for those impacted by the war on drugs including Women, low-income and LGBTQ+ communities. We commit to interviewing 3 candidates recommended by organizations for each open role. We plan to create relationships with organizations for long term placement, industry knowledge, mentorship, and vocal support. We have set a target for at least 50% of our workforce to be current or former residents of communities disproportionately impacted by cannabis prohibition.

Demonstrated Need:

Black cannabis entrepreneurs account for just 5% of industry ownership. The New York Social and Economic Equity Plan includes a recommendation from minority-owned businesses to “create a pathway for legacy operators to transition to the regulated market”. It includes a recommendation from individuals in communities disproportionately impacted to “Establish retail operations connected to the community through assessment of community needs and wants and create ownership opportunities and jobs for existing legacy operators”. We know that roughly 60% of people leaving prison are still unemployed and seeking work one year after release. The Prison Policy Initiative’s analysis shows that “formerly incarcerated people are unemployed at a rate of over 27% — higher than the total U.S. unemployment rate during any historical period”.

Bellanova Community Care Program:

The Bellanova team Neighborhood Cleanup Days:

We will begin with engaging in ongoing dialogue with local community leaders, residents and organizations to gain insights into their specific needs. A priority will be placed on Thompsons Square Park. Bellanova will organize these events multiple times a year aiming to ensure regular engagement with the community. Bellanova will seek input on the most helpful times for these events but have targeted a few days that might be helpful based on community trends. We will assemble team members and provide them with the necessary resources.

Demonstrated Need:

The East Village Commercial District Needs

Assessment identified the challenge “Sanitation and streetscape cleanliness are issues in various parts of the district, with illegal

dumping from households and overflowing litter baskets. The Assessment also identified the opportunity to “Clean, beautify, and maintain the streetscape to make it more attractive to shoppers and pedestrians, and lessen the negative effects of nightlife activity”. In a survey, 20% of consumers who were asked about what changes needed to occur in the East Village to attract more visitors/shoppers said “sanitation” and 19% said “landscaping/ beautification”. The Assessment lists the opportunity to “foster connections between new residents and longstanding businesses, and long-standing residents and new businesses”. Another opportunity identified in the Commercial Assessment is to “build on the neighborhood’s vibrant street life and walkability by installing benches, streetscape

Bellanova Community Education Program

Plan for Implementation:

Host quarterly cannabis education events.

Host, organize and fund community resource events with a mission to provide assistance such as legal resources, employment opportunities and training, and job fairs.

Showcase local artists to raise awareness and provide opportunities to sell their art. Offer an online Information Center with local community organization recommendations for food resources, support services, job training and placement. We will also train employees to be aware of these resources and to make them available to people who come into the store.

Partner with Municipal Organizations to extend programs to the community by providing funding, organization, and/or outreach.

Demonstrated Need:

The New York Office of Cannabis Management’s Social and Economic Equity Plan reported the recommendation from individuals in communities disproportionately impacted to “Host ‘Know Your Rights’ education for members of these communities so they know what protections they have under the law”. Additionally, the East Village Commercial District Needs Assessment identified the opportunity to “host more community events and cultural programs that connect the arts and business communities which can be accomplished through these initiatives.

Local Business Support Program

Plan for Implementation:

Offer an Information Center online with local business

recommendations.

Monthly spotlight of a local business

Pledge support to local organizations that provide small business support.

Demonstrated Need:

The East Village Commercial District Needs

Assessment identified the opportunity to "Support businesses in the eastern portion of the district by using community assets results in "high-quality jobs, greater investments, and increased prosperity". Our goal is to build community and reduce the perceived distance to the eastern section of the neighborhood". Another opportunity to "Build the capacity of community-based organizations that serve small businesses and encourage collaboration among merchant associations and business owners" was identified. We agree with the US Department of Commerce that long term, locally-driven investment in support these local efforts.

What resources will we use to execute this plan:

Bellanova will demonstrate their commitment to this Plan with partnerships. We are in the process of working with 3 local organizations centered on mutual aid and community benefit.

Estimated Expenses -

Workforce training & outreach: \$12,000 annually

Vendor development support - \$5,000 annually

Community workshop programming - \$7,000

Total estimated annual impact investment: \$24,000

Demonstrated Ability:

Bellanova team is committed to building a

business based on justice, community, and partnership. In time will include additional

members in the form of employee membership unit options for long term productive employees. Mr.

Hennessy is a trusted community member who has successfully run Bellanova, a health and wellness

product line, for many years. He wants to open a retail cannabis dispensary that would provide high

quality cannabis in a compliant and safe storefront. Bellanova has a mission to

engage in community outreach and provide cannabis related educational outreach into the industry that would help break down the stigma of cannabis as well as create a pathway to opportunities and success in the industry for the company's employees. Bellanova wishes to leverage Hennessy's vast educational and business backgrounds in a regulated industries by opening a cannabis dispensary. Mr. Hennessy through the Bellanova brand seeks to create jobs and opportunities with the potential for advancement and a pathway to equitable ownership of the business by dispensary employees. As part of their business plan, he intends to train staff in all aspects of the dispensary business so that they may fill in seamlessly in various roles and can sustain and improve upon operations with that fundamental understanding. Immersive exposure to the roles and needs of the dispensary operation will be a good foundation for the training and grooming of future Managers who will help run, take over, and ultimately own a portion of the dispensary in the years to come.

Measurement Strategy for Performance and Execution:

The Community Impact Plan reflects our unwavering commitment to fostering positive change within the community we serve. To ensure the effectiveness of our plan, we have established a strategy for measuring the performance and execution of our community impact initiatives. This strategy encompasses both qualitative and quantitative metrics, and we have designed a comprehensive framework that outlines the frequency of tracking these metrics.

Community Feedback:

We will regularly solicit input from community members and stakeholders through surveys, focus groups, and public meetings to gauge their perceptions of the impact of our efforts. Tracking qualitative stories and testimonials from individuals will provide valuable insights into our impact. We will measure the quality and extent of our partnerships with local organizations, assessing their satisfaction.

Equity and Inclusion Index:

We will develop an equity and inclusion index to assess the inclusivity and diversity of our workforce, management, and supply chain.

Community Investment and Economic Impact:

Tracking financial contributions to community organizations, infrastructure improvements, and social programs. We will track the economic benefits that Bellanova brings to the community including jobs created.

Third Party Evaluation:

Partner with a Social Impact Evaluator to coordinate with 3rd party organizations to help navigate ongoing studies that determine efficacy of programs.

Frequency of Tracking:

To ensure accountability and adaptability, we commit to a regular and transparent assessment of our community impact plan. We will review and update these metrics annually, to respond to changing community needs and challenges. We will report on the quantitative metrics to provide timely feedback and adapt our initiatives accordingly. Additionally, we will engage in ongoing dialogues with community stakeholders to assess qualitative metrics and make necessary adjustments.

Commitment to Execute

Bellanova is fully committed to executing our Community Impact Plan. Our proposed benefits demonstrate our commitment to supporting justice, community and partnership. By partnering with local organizations, we aim to proactively offer job opportunities, above market pay, benefits, and equity to those affected by cannabis prohibition. This aligns with recommendations from minority-owned businesses and individuals from disproportionately impacted communities to create pathways for legacy operators and establish retail operations connected to the community. We are confident in our ability to execute this plan due to the expertise of Mr. Hennessy

With experience in navigating the New York cannabis market. We will regularly solicit

community feedback, assess equity and inclusion, and track our financial contributions to community organizations and economic impact. This tracking, along with our commitment to regular updates and adaptability, ensures our accountability and success in executing this plan. With these

metrics and our demonstrated commitment to social and economic equity, we are confident in our ability to make a meaningful and positive impact on the communities we serve.